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The Plentiful Foods Program



► Through the Plentiful Foods Program, the United States Department of Agriculture seeks to increase the consumption of plentiful foods moving through normal channels of trade. These foods will include many in seasonal abundance, and others, both fresh and processed, in more than ample supply. The Department believes that maximum utilization of plentiful foods is of direct benefit to producers, consumers, and the food industry.

U. S. DEPARTMENT OF AGRICULTURE
Production and Marketing Administration
Food Distribution Programs Branch
Washington 25, D. C.

ACTIVITIES

The important activity is to advise consumers of the benefits to be derived from selective buying of foods in plentiful supply. This is done through the cooperation of the food trade and with the assistance of press, radio, television, and other information outlets.

For its part, the Department offers these special services among many endeavors in connection with abundant foods:

- 1.** A List of Plentiful Foods is prepared each month by the Production and Marketing Administration. This is issued as a buying guide for consumers, as marketing information for distributors and processors, and as basic supply data for food advisers and food consultants.
- 2.** Special merchandising programs are initiated by PMA on particular foods to coincide with the time of peak supply in retail markets.

In addition, supplemental information on the foods listed each month, and on the special programs, is prepared and distributed by the information services of the Department for the use of cooperating groups, including advertisers. The Advertising Council, for example, has approved Plentiful Foods as a public-service program. All the forces of advertising are thus encouraged to devote attention to the program.

WHAT THE PROGRAM DOES

- ▶ For consumers—Assures more for their food dollar.
- ▶ For farmers—Provides better markets for their crops at a fair price.
- ▶ For the food trade—Creates sales opportunities by accelerating consumer demand for plentiful foods.
- ▶ For the Nation—Promotes efficient use of abundant food production.

MONTHLY LIST OF PLENTIFUL FOODS

The PMA designates those foods which will be in plentiful supply. This is done with the advice of commodity specialists within the Department, and not later than the first week in each month for the succeeding month. (Example: The national list for July is released from Washington during the first week of June.) Each food designated must be:

- ▶ Commonly used by most people and not a luxury item.
- ▶ In plentiful supply in most market areas of the country.
- ▶ Generally available in retail food stores.

The national list is subject to regional adjustments. The list is revised in five area offices of PMA's Food Distribution Programs Branch to reflect the differences in each locality. It is then released in each area about midmonth.

SUGGESTIONS FOR COOPERATION

- ▶ Food wholesalers—Feature the list of plentiful foods.
- ▶ Food retailers—Intensify the merchandising of plentiful foods.
- ▶ Public feeding establishments—Make frequent use of plentiful foods.
- ▶ Other organizations—Assist in publicizing plentiful foods.
- ▶ Press, radio, and television—Advise people of plentiful foods.
- ▶ Advertisers—Tie in your products with plentiful foods.
- ▶ Consumers—Stabilize food budgets by selecting plentiful foods.

HOW TO GET YOUR COPY OF THE LIST

The monthly List of Plentiful Foods is available to interested organizations, upon request, from the FDPB office in each area. Press, radio, television, and other information services can get special materials from the PMA Information office by writing to the same address.

AREA OFFICES

Food Distribution Programs Branch
Production and Marketing Administration
U. S. DEPARTMENT OF AGRICULTURE

NORTHEAST—641 Washington Street—New York

(Connecticut, District of Columbia, Delaware, Maine, Massachusetts, Maryland, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, West Virginia)

(NEW YORK CITY—Metropolitan Area—90 Church Street)

MIDWEST—623 South Wabash Avenue—Chicago

(Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, North Dakota, Nebraska, Ohio, South Dakota, Wisconsin)

WEST—30 Van Ness Avenue—San Francisco

(Arizona, California, Idaho, Montana, Nevada, Oregon, Utah, Washington, Wyoming)

SOUTHWEST—101 Norman Building—Dallas

(Arkansas, Colorado, Kansas, Louisiana, Oklahoma, New Mexico, Texas)

SOUTHEAST—449 W. Peachtree Street, NE.—Atlanta

(Alabama, Florida, Georgia, Kentucky, Mississippi, North Carolina, South Carolina, Tennessee, Virginia)

YOUR COOPERATION WILL HELP

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